

Message Text

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SUBJECT: FY'76 CCP DRAFT

REF : A) STATE 25542 OF 2/4/75, B) TAIPEI 0474 OF 1/28/75,
C) TAIPEI 0569 OF 1/31/75

1. POST TRANSMITS FOLLOWING FY' 75

UNCCP DRAFT ITEMS:

A) SECTION II -- SUMMARY OF PROGRAM

ACTIVITIES -- T.C. CONTRIBUTION (SEE ATTACHMENT A)

B) SECTION II -- SUMMARY OF PROGRAM

ACTIVITIES -- COMMERCIAL ATTACHE'S CONTRIBUTION (SEE
ATTACHMENT B)

2. ANNEX CAMPAIGN WORKSHEETS ARE TOO LONG FOR TELEGRAPHIC
TRANSMISSION. POST IS AGAIN AIR MAILING COMMERCE BY APO
AND COMMERCIAL AIR MAIL 2 COMPLETE COPIES OF FY'76 CCP DRAFT
ALONG WITH ATTACHMENTS PER REF (B).

ATTACHMENT A:

SECTION II

SUMMARY OF PROGRAM ACTIVITIES

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1. PRODUCT CAMPAIGNS

1.1 COMPUTERS AND RELATED EQUIPMENT

THE MARKET RESEARCH FOR THIS CAMPAIGN WILL BE CONDUCTED DURING FY'75. IN FY'76, CAMPAIGN ACTIVITIES WILL INCLUDE A FULL TRADE CENTER EXHIBITION WITH TECHNICAL SEMINAR.

EXPECTED RESULTS

TEN NEW FIRMS INTRODUCED TO THE ROC MARKET; 5 NEW AGENCY AGREEMENTS SIGNED; 5 NEW ARTICLES PUBLISHED; 2 NEW TELECASTS; 4,000 POTENTIAL ROC PURCHASERS EXPOSED TO DEMONSTRATION OF U.S. PRODUCTS.

1.2 HOTEL AND RESTAURANT EQUIPMENT

THE MARKET RESEARCH FOR THIS CAMPAIGN WAS COMPLETED IN FY'75. THE CAMPAIGN WILL CULMINATE IN A FULL TRADE CENTER EXHIBITION SCHEDULED FOR FY'76.

EXPECTED RESULTS

FIFTEEN NEW FIRMS INTRODUCED TO THE ROC MARKET; 10 NEW AGENCY AGREEMENTS SIGNED; 5 NEW ARTICLES PUBLISHED; 2 NEWS TELECASTS; 3,000 POTENTIAL ROC PURCHASERS EXPOSED TO DISPLAY OF U.S. PRODUCTS.

1.3 AUTOMOTIVE SERVICES EQUIPMENT

THE MARKET RESEARCH FOR THIS CAMPAIGN WILL BE COMPLETED IN FY'75. THE CAMPAIGN WILL RESULT IN A FULL TRADE CENTER EXHIBITION TO BE HELD IN FY'76.

EXPECTED RESULTS

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FIFTEEN NEW U.S. FIRMS INTRODUCED TO THE ROC MARKET; 10 NEW AGENCY AGREEMENTS; 5 NEW ARTICLES PUBLISHED; 2 NEWS TELECASTS; 4,000 POTENTIAL ROC PURCHASERS EXPOSED TO U.S. MANUFACTURED PRODUCTS.

1.4 INDUSTRIAL SAFETY & SECURITY EQUIPMENT

THIS CAMPAIGN'S MARKET RESEARCH ANALYSIS WILL BE
PREPARED IN FY'75. A FULL TRADE CENTER SHOW ON
THIS PRODUCT THEME WILL BE STAGED IN FY'76.

EXPECTED RESULTS

FIFTEEN NEW FIRMS INTRODUCED TO THE ROC MARKET;
8 NEW AGENCY AGREEMENTS SIGNED; 5 NEWS ARTICLES
PUBLISHED; 2 NEWS TELECAST; 4,000 POTENTIAL ROC
PURCHASERS VIEWING DEMONSTRATION OF U.S. PRODUCTS.

1.5 BUILDING AND CONSTRUCTION EQUIPMENT

BOTH A DESK STUDY AND CONTRACT MARKET RESEARCH ON
"BUILDING AND CONSTRUCTION EQUIPMENT" WERE COMPLETED
IN FY'75. A TECHNICAL SEMINAR ON "CONSTRUCTION
EQUIPMENT" WAS HELD IN FY'75. A FULL TRADE CENTER
EXHIBITION OF BUILDING AND CONSTRUCTION EQUIPMENT
WILL BE STAGED IN FY'76.

EXPECTED RESULTS

SIXTEEN NEW FIRMS INTRODUCED TO THE ROC MARKET; 10
NEW AGENCY AGREEMENTS SIGNED; 7 NEWS ARTICLES; 4 NEWS
TELECASTS; 4,000 POTENTIAL ROC PURCHASERS EXPOSED
TO DEMONSTRATION OF U.S. PRODUCTS.

1.6 ELECTRONIC COMPONENTS PRODUCTION AND TEST EQUIPMENT

A PTR ON THIS THEME WAS SUBMITTED EARLY IN FY'75.
A DESK STUDY WILL BE PREPARED EARLY IN FY'76 TO OBTAIN
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MARKET INFORMATION FOR THE FULL TRADE CENTER EXHIBITION
WITH TECHNICAL SEMINAR SCHEDULED FOR LATE FY'76.

EXPECTED RESULTS

FIFTEEN NEW FIRMS INTRODUCED TO THE ROC MARKET; 10
NEW AGENCY AGREEMENTS SIGNED; 8 NEWS ARTICLES PUBLISHED
2 NEWS TELECASTS; 4,000 POTENTIAL ROC BUYERS
VIEWING DISPLAY OF U.S. EQUIPMENT.

1.7 PACKAGING/FOOD PROCESSING EQUIPMENT

A MARKET RESEARCH DESK STUDY ON THIS THEME WAS
PREPARED IN FY'75 IN PREPARATION FOR THE

"PACKAGING EQUIPMENT" JEEP TO BE STAGED IN FY'76.
THIS JEEP WILL BE FOLLOWED BY A DESK STUDY ON
"FOOD PROCESSING EQUIPMENT" MARKETS IN THE ROC
TO SUPPORT A RELATED JEEP SCHEDULED FOR LATE
FY'76. THESE CAMPAIGN ACTIVITIES WILL LATER
CULMINATE IN A FULL TRADE CENTER EXHIBITION OF
FOOD PROCESSING AND PACKAGING EQUIPMENT IN LATE
FY'77.

EXPECTED RESULTS

16 NEW U.S. FIRMS INTRODUCED TO THE ROC MARKET;
8 NEW AGENCY AGREEMENTS SIGNED; 8 NEWS ARTICLES
PUBLISHED IN THE MEDIA; 4 NEWS TELECASTS; 4,000
PROSPECTIVE BUYERS VIEWING U.S. PRODUCTS.

1.8 PROCESS CONTROL INSTRUMENTATION

MARKET RESEARCH FOR THIS PRODUCT CATEGORY WAS
COMPLETED LATE IN FY'74. A RELATED TECHNICAL
SEMINAR IS PLANNED FOR FY'76 AND A FULL TRADE
CENTER EXHIBITION WILL BE STAGED IN EARLY FY'77.

EXPECTED RESULTS

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EIGHT NEW U.S. FIRMS INTRODUCED TO THE ROC MARKET;
2 NEW AGENCY AGREEMENTS SIGNED; 4 NEWS ARTICLES;
2 NEWS TELECASTS; 300 PROSPECTIVE BUYERS MEETING
WITH U.S. MANUFACTURERS.

1.9 HEALTH CARE INDUSTRIES

A MARKET RESEARCH DESK STUDY FOR THIS CAMPAIGN WILL
BE COMPLETED EARLY IN FY'76. A TECHNICAL SEMINAR
IS SCHEDULED FOR LATE FY'76 AND A CATALOG SHOW
WILL FOLLOW IN FY'77.

EXPECTED RESULTS

NINE NEW FIRMS INTRODUCED TO THE ROC MARKET; 2 NEW
AGENCY AGREEMENTS SIGNED; 5 NEWS ARTICLES PUBLISHED;
1 NEWS TELECAST; 300 POTENTIAL BUYERS MEETING WITH
U.S. MANUFACTURERS.

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ACTION EA-10

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1.10 POLLUTION CONTROL EQUIPMENT

GLOBAL MARKET RESEARCH, "AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT" WAS COMPLETED IN FY'75. A TRADE MISSION IS SCHEDULED FOR FY'76 AND A FULL TRADE CENTER EXHIBITION WILL BE STAGED IN FY'77.

EXPECTED RESULTS

SIX NEW FIRMS INTRODUCED TO THE ROC MARKET; 2 NEW AGENCY AGREEMENTS SIGNED; 5 NEWS ARTICLES PUBLISHED; 1 NEWS TELECAST; 300 POTENTIAL BUYERS MEETING WITH U.S. MANUFACTURERS.

1.11 COMMERCIAL FISHING EQUIPMENT

A MARKET RESEARCH DESK STUDY ON THIS THEME WILL BE COMPLETED IN FY'76. THE PRODUCT CATEGORY WILL BE PROMOTED BY TRADE MISSION IN FY'76. IN FY'77 A CATALOG DISPLAY AND JEEP WILL BE STAGED.

EXPECTED RESULTS

SIX NEW FIRMS INTRODUCED TO THE ROC MARKET; 2 NEW AGENCY AGREEMENTS SIGNED; 3 NEWS ARTICLES PUBLISHED;
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1 NEWS TELECAST; 300 POTENTIAL BUYERS MEETING WITH U.S. MANUFACTURERS.

1.12 MACHINE TOOLS

A TECHNICAL SEMINAR ON AND DEMONSTRATION OF U.S. MANUFACTURED MACHINE TOOLS WAS SPONSORED BY THE TRADE CENTER IN COOP-ERATION WITH THE NATIONAL SCIENCE COUNCIL OF THE REPUBLIC OF CHINA AND PURDUE UNIVERSITY IN FY'75. A "MACHINE TOOLS" BETWEEN-SHOW-PROMOTION WILL BE HELD AT THE TRADE CENTER IN FY'76. A MARKET RESEARCH DESK STUDY WILL BE COMPLETED IN FY'76 TO PROVIDE THE INFORMATION REQUIRED FOR PROMOTION OF THE PRODUCT CATEGORY BY FULL TRADE CENTER EXHIBITION IN FY'77.

EXPECTED RESULTS

FIFTEEN NEW U.S. FIRMS INTRODUCED TO THE ROC MARKET; 10 NEW AGENCY AGREEMENTS SIGNED; 8 NEWS ARTICLES PUBLISHED IN THE MEDIA; 4 NEWS TELECASTS; 1500 NEW SALES LEADS; 8 ADDITIONAL U.S. FIRMS EXHIBITING.

1.13 PLASTIC PARTS PRODUCTION EQUIPMENT

A "PLASTICS PRODUCTION EQUIPMENT" JEEP WAS STAGED AT THE TRADE CENTER IN FY'75. IN FY'76, CONTRACT MARKET RESEARCH WILL BE CONDUCTED TO PROVIDE DATA REQUIRED FOR PROMOTING THIS PRODUCT CATEGORY VIA FULL TRADE CENTER EXHIBITION IN FY'77.

EXPECTED RESULTS

1 CONTRACT MARKET RESEARCH STUDY ON SUBJECT THEME.

1.14 DOCKSIDE AND SHIPBOARD EQUIPMENT

A MARKET RESEARCH STUDY ON THIS THEME, COMPLETED IN FY'74, WILL BE UPDATED DURING FY'76. THE MARKET

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INFORMATION WILL BE USED FOR THE PROMOTION OF THIS THEME VIA FULL TRADE CENTER EXHIBITION IN FY'77.

EXPECTED RESULTS

I UPDATED RESEARCH STUDY ON SUBJECT THEME.

1.15 COMMUNICATIONS EQUIPMENT

A PTR WILL BE SUBMITTED BY THE END OF FY'75. A CATALOG SHOW HAS BEEN SCHEDULED FOR FY'76. FURTHER MARKET INFORMATION WILL BE DEVELOPED IN FY'76 THRU CONTRACT RESEARCH AND THE PRODUCT CATEGORY WILL BE PROMOTED BY JEEP IN FY'77.

EXPECTED RESULTS

THE CATALOGS OF 200 U.S. MANUFACTURERS DISPLAYED TO 2,000 POTENTIAL ROC PURCHASERS.

2. OTHER PRIORITY PROJECTS

2.1 EDUCATIONAL TRAINING AIDS

A MARKET RESEARCH DESK STUDY WAS COMPLETED IN FY'75. THE PRODUCT CATEGORY WILL BE PROMOTED BY CATALOG SHOW IN FY'76.

EXPECTED RESULTS

CATALOGS OF 200 U.S. MANUFACTURERE EXPOSED TO 2,000 POTENTIAL PURCHASERS.

2.2. NUCLEAR ENERGY SYSTEMS

A MARKET RESEARCH DESK STUDY WILL BE PREPARED IN FY'75 TO DEVELOP PROMOTIONAL INFORMATION NEEDED
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FOR A RELATED TECHNICAL SEMINAR TO BE HELD IN FY'76.

EXPECTED RESULTS

1 DESK STUDY ON SUBJECT THEME. EXPOSURE OF POTENTIAL PURCHASERS TO ADVANCED U.S. NUCLEAR GENERATING TECHNOLOGY.

2.3. WOOD WORKING EQUIPMENT

A MARKET RESEARCH DESK STUDY WAS COMPLETED IN FY'75.
THE THEME WILL BE PROMOTED VIA JEEP IN FY'76.

EXPECTED RESULTS

8 NEW U.S. FIRMS INTRODUCED TO ROC MARKET; 4 NEW
AGENCY AGREEMENTS SIGNED; \$1 MILLION INCREMENTAL
U.S. EXPORTS; 4 NEWS ARTICLES PUBLISHED; 2 NEWS
TELECASTS; 1,000 NEW SALES LEADS.

2.4. FLUID POWER EQUIPMENT

A PTR WILL BE SUBMITTED IN FY'76. THE THEME WILL
BE PROMOTED BY TECHNICAL SEMINAR IN FY'77.

EXPECTED RESULTS

1 PTR ON SUBJECT THEME.

2.5 AVIATION AND GROUND SUPPORT EQUIPMENT

PRELIMINARY MARKETING INFORMATION WILL BE SUBMITTED IN
A PTR IN FY'76. THE THEME WILL BE PROMOTED BY A TRADE
MISSION IN FY'77.

1 PTR ON SUBJECT THEME.

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2. OTHER PRIORITY PROJECTS

2.1 MAJOR PROJECTS - THIS ONGOING PROGRAM WILL CONTINUE
TO FOLLOW DEVELOPMENTS IN MAJOR PROJECTS NOW UNDER
WAY OR IN THE DESIGN AND ENGINEERING STAGE TO ALERT
PROSPECTIVE AMERICAN SUPPLIERS OF EXPORT OPPORTUNITIES
FOR THE SALE OF GOODS AND SERVICES.

EXPECTED RESULTS - A SUBSTANTIAL INCREASE IN THE SALE

OF CONSTRUCTION AND CAPITAL EQUIPMENT AND DESIGN AND
ENGINEERING SERVICES THROUGH PARTICIPATION OF AMERICAN
FIRMS IN THE MAJOR PROJECTS NOW UNDER WAY AND THOSE
TO BE IMPLEMENTED IN THE FUTURE.

2.2 IMPROVEMENT OF THE COMMERCIAL LIBRARY - WITH THE RELOCATION OF THE COMMERCIAL LIBRARY TO THE TRADE CENTER, THIS PROJECT CALLS FOR THE ENLARGEMENT AND REPLACEMENT OF OLDER REFERENCE MATERIALS AND TO ENCOURAGE MORE WIDE-SPREAD USAGE OF THE VISUAL SEARCH MICROFILM CATALOGUE SYSTEM.

EXPECTED RESULTS - WITH THE CONVENIENT GROUND FLOOR TRADE CENTER LOCATION, IT IS HOPED THAT IMPROVED COMMERCIAL LIBRARY FACILITIES WILL RESULT IN AN INCREASE IN THE DAILY AVERAGE NUMBER OF VISITORS FROM AROUND 17 TO MORE THAN 20 PER DAY.

2.3 VISIT THE USA - THIS PROJECT CALLS FOR WORKING CLOSELY WITH THE CHINA EXTERNAL TRADE DEVELOPMENT COUNCIL AND VARIOUS TRADE AND MANUFACTURERS ASSOCIATIONS TO ENCOURAGE MORE CHINESE BUSINESSMEN TO TRAVEL TO THE UNITED STATES TO ATTEND MAJOR TRADE SHOWS AND EXHIBITIONS AND CALL ON AMERICAN MANUFACTURERS.

EXPECTED RESULTS - IT IS HOPED THAT SEVERAL GROUPS

OF CHINESE BUSINESSMEN AND MANUFACTURERS WILL BE ORGANIZED BY THE EXTERNAL TRADE AND DEVELOPMENT COUNCIL AND ASSOCIATIONS TO ATTEND SPECIFIC TRADE SHOWS AND EXHIBITIONS IN THE UNITED STATES.

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2.4 IN-STORE PROMOTION - THE PROGRAM CALLS FOR WORKING CLOSELY WITH THE MANAGEMENT OF A MAJOR DEPARTMENT STORE IN KAOHSIUNG IN THE PLANNING AND STAGING OF A MAJOR IN-STORE PROMOTION OF AMERICAN CONSUMER GOODS TO BE HELD IN THE COMPANY'S LARGE STORE NOW UNDER CONSTRUCTION AND SCHEDULED FOR OPENING IN THE SUMMER OF 1975.

EXPECTED RESULTS - THE PURCHASE AND SALE OF SEVERAL HUNDRED

THOUSAND DOLLARS WORTH OF AMERICAN CONSUMER GOODS DURING THE PROMOTION AND SALES OF AT LEAST DOUBLE THIS AMOUNT IN REORDERS AND SUBSEQUENT SALES.

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